

JOB DESCRIPTION: **PUBLIC INFORMATION COORDINATOR**DATE: **09/21/2021**

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<b>EXEMPT (Y/N):</b>	Yes	<b>JOB CODE:</b>	CSC Exempt
<b>DEPARTMENT:</b>	Board of Commissioners	<b>CLASSIFICATION:</b>	028
<b>SUPERVISOR:</b>	Board Office Administrator	<b>SALARY RANGE:</b>	E04
<b>UNION (Y/N):</b>	No	<b>LOCAL:</b>	N/A

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**GENERAL STATEMENT OF DUTIES:** Working closely with the Board of County Commissioners, effectively disseminate information about Columbia County and Columbia County government to the general public, media, outside agencies, community agencies and organizations within and when needed, outside of Columbia County. Prepare County communication plan for approval and implementation by the Board of County Commissioners. Research, assemble, write, edit and produce informative materials concerning County operations, programs and events and disseminate that material effectively using multiple methods of information distribution. Other duties as required, assigned and directed by the Board of County Commissioners.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned. Prepare communication plan for County including comprehensive programs for dissemination of information to assure that the County's key messages reach the public and the media. Work with the Board of County Commissioners, department managers and county employees to develop and sustain key messages. Plan and manage public information activities for the County, including community relations, media relations, public policy and social media under the direction of the Board of County Commissioners.

Serve as County Spokesperson to provide public information and promote public awareness of the County and its services and programs. Plan, develop and manage multimedia communications projects. Oversee County social media outlets and programs. Provide content for County website.

Monitor regional, state and national media sources and social media to assess the need for developing information strategies and action plans for County. Develop and coordinate official media strategies for County elected officials and department heads. Work with media to develop stories about County programs and activities. Participate in interviews with media. Coordinate media requests, prepare news releases for media and manage effective relationships with regional, state and national media sources.

Develop and present proactive, innovative ideas and messages to promote County issues. Proactively seek information about county issues and programs from all County departments for positive and/or appropriate reactionary news releases to media and general public. Create, edit and prepare correspondence, speeches, media articles, news releases, technical documents, information packets, special reports and other communication on the wide variety of County procedures, policies and programs as assigned and as needed.

Coordinate County advertising efforts. Utilize graphic design software and best practices to create and prepare aesthetically pleasing promotional materials such as media advertisements, brochures, schedules, posters, and pamphlets to communicate ideas and messages that inspire and inform County residents, visitors and employees. Coordinate and conduct assigned projects, research studies, and special events.

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Assist with County website maintenance, ensuring the accuracy and functionality of the website through technical support, HTML coding, content updates, and employee training initiatives. Maintain relationship with hosting services vendor to facilitate website updates, GUI optimization, and CMS troubleshooting.

Consult and advise County officials and staff on public information procedures and protocol and on community relations issues. Represent the County to local civic and service organizations, ancillary boards and agencies and local schools.

Assure effective communication of County issues and programs with neighborhood and community groups, local non-profit agencies, local businesses and schools by engaging in positive relationships.

Follow all safety rules and procedures established for work areas. Comply with all relevant County policies and procedures.

**SUPERVISORY RESPONSIBILITIES:** Supervision is not a normal responsibility of this position.

**SUPERVISION RECEIVED:** Work is performed under the supervision of the Board of County Commissioners and the general direction of the Board Office Administrator and reviewed jointly through conferences, reports and effectiveness of accomplishing program goals and objectives, etc. This position is subject to the direction of the entire of Board of County Commissioners and is not subject to the direction of any individual Commissioner unless explicitly directed to do so by a public decision of the Board.

**QUALIFICATION REQUIREMENTS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**EDUCATION and/or EXPERIENCE:** Bachelor's degree in the field of journalism, communications, public relations, advertising, or related field with at least five years of experience in public relations, public information or related field. Any satisfactory combination of experience and training which demonstrates the ability to perform the above duties may be acceptable.

**KNOWLEDGE, SKILL AND ABILITY:** Knowledge of the principles of public, community and government relations; communication and interpersonal techniques; principles and practices of public administration; research and problem solving methods and techniques; project management methods and techniques. Familiarity with the use of computers and business software including the use of various social media tools.

Skill to communicate politically sensitive information effectively, both verbally and in writing; analyze issues and problems from multiple perspectives; in developing community relations and communications programs and strategies; communicating effectively with other employees, members of the media, other agencies, and the public; and preparing and presenting information for diverse audiences.

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## Ability to:

- Evaluate, analyze and understand economic development activities, human services programs, public safety programs and other county government responsibilities based on policy guidelines, regulations and laws.
- Think conceptually and quickly get to the heart of a problem.
- Set priorities and develop realistic solutions to problems.
- Express ideas effectively, verbally and in writing. Use sound judgment and not be afraid to take reasonable risks.
- Adapt flexibly to change or new situations and acknowledge and work through conflict openly. Accept responsibility and be able to work well with ambiguity.
- Model the positive behavior desired in others and promote collaboration and shared responsibility for County success. Look for opportunities for people to contribute, develop skills, take responsibility and be trusted.
- Develop and maintain harmonious and effective working relationships with employees, other agencies, County officials and the general public.

**PHYSICAL DEMANDS:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Minimal, involving the movement of files, books, equipment, etc. seldom exceeding 20 pounds. Driving during the day and at night throughout the County and/or State is required frequently.

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

General office environment. Requires traveling throughout the County and/or State for attendance at meetings and/or other events and attendance at evening or weekend meetings or events.

Occasional field work will expose position to all weather conditions and a variety of terrains.